

QUOTIENT BIODIAGNOSTICS LAUNCHES TWO NEW PRODUCTS INCLUDING FIRST OF ITS RED BLOOD CELL PRODUCTS, ALBAcyte[®] IgG SENSITIZED CELLS, AND ALBAlect[®] ANTI-A₁ LECTIN***NEW ALBAcyte[®] IgG SENSITIZED CELLS CAN COST 40-60% LESS THAN PRIMARY COMPETITORS***

NEWTOWN, PA. (November 1, 2010) - Quotient Biodiagnostics, Inc., dedicated to providing high quality immunohematology products to hospitals and blood banks, today announced that it had launched two new products including: ALBAcyte[®] IgG Sensitized Cells and ALBAlect[®] Anti-A₁ Lectin.

IgG sensitized cells, also known as Coomb's cells, are one of the most commonly used reagents in blood banking ,and thus can represent up to one third of a blood bank's red blood cell reagent budget. The ALBAcyte[®] IgG Sensitized Cells are manufactured using standardized monoclonal antibodies, which allow us to provide greater consistency of product. This product received FDA clearance in late August, but as a red blood cell product, required six weeks lead time from order to delivery. This first delivery was at US customers' laboratories on October 27th, and new orders will follow every 28 days, thereafter.

ALBAlect[®] Anti-A₁ Lectin is used to differentiate A₁ (80%) from other sub-types of A antigen. It is prepared from extract of the seeds of Dolichos Biflorus. ALBAlect[®] Anti-A₁ Lectin will be available for delivery starting in November.

"We are very pleased to be adding these two new products to our growing portfolio in the US," said Michael Hannan, V.P. Marketing & Commercial Development, Quotient Biodiagnostics. Our ALBAcyte[®] IgG Sensitized Cells, in particular can bring savings of up to 60% to our customers, and represents the first product cleared of what we hope will be a broad red blood cell reagent portfolio. At the same time, our ALBAlect[®] Anti-A₁ Lectin also adds to our growing list of specialty products. Both products represent our commitment to bring not only products with broad appeal, but also niche, specialty items as well."

Quotient Biodiagnostics' current portfolio now includes products used in ABO forward blood typing, namely Anti-A, Anti-B, Anti-AB; Rh typing reagents including four Anti-D products, Rh Control, Anti-E, and Anti-c; and rare anti-sera including Anti-k, Anti-M, Anti-N, Anti- Le^a, Anti-Le^b, and Anti-Lu^b – all monoclonal antibodies. Quotient also has three enhancement media products on the market including Bovine Serum Albumin 22%, PEG and LISS Additive.

As well, Quotient has three specialty kits in its current portfolio including the ALBAcheck[®] Competency Training Kit, which includes a collection of 20 blinded antibody samples that can be used to train or evaluate staff competency Identifying; the ALBAclone[®] Advanced Partial RhD Typing Kit, which identifies weak and partial RhD types with results comparable to molecular analysis at a fraction of the cost; Quant-Rho[®] FITC Anti-D product that quantifies Fetal Maternal Hemorrhage without the tribulations of KB staining. Finally,

Quotient has several applications pending before, or soon to be submitted to, the FDA to complete its full portfolio of manual reagents of nearly 75 products.

Since announcing its expansion into the U.S. transfusion market in 2009, Quotient Biodiagnostics has made significant progress in building its customer base and product use, supported by its more than 30 years of experience in Europe and other markets, quality manufacturing and commitment to service excellence.

Those interested in learning more about Quotient Biodiagnostics and its line of products are encouraged to visit www.quotientbd.com, call the customer service line 888-284-1901, or e-mail customer.service@quotientbd.com.

About Quotient Biodiagnostics:

Quotient Biodiagnostics brings over 30 years of global experience to the US transfusion medicine market. Quotient will focus on providing innovative, high-quality and cost-effective solutions to the transfusion medicine market, helping to ensure safe and reliable blood transfusions. Quotient's goal is to develop innovative new products and technologies, build a commercial operation in North America, and continue as an important supplier of key raw materials and innovative new products to the Original Equipment Manufacturers market.

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